

**AGENDA
RALEIGH TRANSIT AUTHORITY
BUSINESS MEETING**

**City Council Chambers, Room 201
Avery C. Upchurch Government Complex
222 W. Hargett Street
Raleigh, North Carolina**

March 14, 2013 3:30 P.M.

Joseph Springer, Presiding

I. Preliminary Matters

- A. Call to Order**
- B. Introductions**
- C. Revisions or Additions to the Agenda**

II. Action Agenda

A. Transcript

The February 14, 2013 minutes have been attached for approval.

Recommendation: Approval of the transcript

III. Information Items

A. Downtown Bus Facilities Master Plan, Phase I & II

Staff will provide an update on the Moore Square Station improvements and provide information regarding the Union Station Multi-Modal Bus Facility Feasibility Study. A Downtown Bus Facilities Master Plan- Scope of Work has been provided as **Attachment A**.

B. Finance Committee

The Raleigh Transit Authority Finance Committee has not met since the last RTA meeting.

Pending Items:

- Fare Research – Staff will provide an update at the March meeting. A “Draft” fare structure has been included as **Attachment B**.
- Route Productivity Policy
- Accessible Raleigh Transportation Contract Policies - Council BED Committee
- Online Pass Sales

C. Marketing Committee

The Raleigh Transit Authority Marketing Committee met on Thursday, March 7, 2013.

Action Items:

- Request Fare Free Day date change to **Saturday, April 20, 2013** to coincide with downtown Raleigh Earth Day activities. Average Saturday revenue in April 2012 was \$3,537.30.
 - **Recommendation:** Approval of Fare Free Day date change to Saturday, April 20, 2013.
- Bus Advertising Policy Amendment: The Bus Advertising Policy has been provided as **Attachment C** with highlighted edits approved by the Marketing Committee.
 - **Recommendation:** Approval of the Bus Advertising Policy with amended text focusing on non-profit interior placard notices.

Information Items:

- Adopt A Shelter Decal Artwork: Due to interpretation of artwork and staff time to transpose artwork onto decal, any requests for personal artwork to be included on a shelter decal will not be allowed. Adopters can submit their business logo or choose from standard icons which staff can provide.

Pending Items:

- Bus Shelter Advertising

D. Route Committee

The Raleigh Transit Authority Route Committee met on Wednesday, February 27, 2013.

Pending Items:

- Trailwood Hills Drive – Stop Placement Update
- Route 16 Oberlin Road – MSS Departure Change
- Route 23 L Millbrook Crosstown
- Route 4 Rex Hospital – Downtown Detours

E. Staff Reports

1. Income Statement (January 2013, Page 5)
2. Variance Analysis (January 2013, Page 6)
3. Go PASS Ridership Summary (January 2013, Page 7)
4. Go PASS Ridership by Agency (January 2013, Pages 8-9)
5. Accessible Raleigh Transportation Summary (January 2013, Page 10)

IV. Concluding Remarks

- A. Authority Members
- B. Staff
- C. Chairperson

V. Adjournment

David Eatman
Transit Administrator